

**LIST OF ISSUES AND PROGRAMS**

**OCTOBER 1-DECEMBER 31, 2014**

**WSRV-FM  
97.1 THE RIVER**

**COX RADIO, INC.  
GAINESVILLE-ATLANTA, GEORGIA**

## **ISSUES AND ANSWERS**

**DURING THE PERIOD OF OCTOBER 1-DECEMBER 31, 2014 THE FOLLOWING ISSUES AND PROBLEMS**

**WERE AMONG THOSE ADDRESSED BY WSRV-FM:**

**HEALTH / SAFETY / CRIME**

**EDUCATION**

**FAMILY / PARENTING / SELF-HELP / RELIGION**

**ART / ENTERTAINMENT / RECREATION / ENVIRONMENTAL**

**FINANCIAL / POVERTY / CHARITY**

## **WSRV-FM**

### **ASCERTAINMENT STATEMENT**

**WSRV FM/97.1 The River develops on air programming to address issues of importance to Gainesville, Atlanta and surrounding communities.**

WSRV-FM also produces four-thirty minute community affairs talk shows, which addresses a variety of topics and issues of concern including politics, education, health, business, lifestyle issues and civic and social issues. The River Current, The Heart of Atlanta, and Perspectives air every Sunday morning.

Issues on the program are ascertained through interviews with community leaders, including representatives of charitable and civic/social/civil rights organizations and others who make a difference in the communities in which we serve. WSRV-FM also solicits community input via the website

**LIST OF PROGRAMS****AIRTIMES****LENGTH****PROGRAM DESCRIPTION**

HEART TALK OF ATLANTA

SUN 6:30AM

30 MINUTES

LOCALLY PRODUCED PUBLIC AFFAIRS  
PROGRAM DEALING WITH LOCAL  
ISSUES OR TOPICS OF GENERAL  
INTEREST.

PERSPECTIVES

SUN 7:00AM

30 MINUTES

LOCALLY PRODUCED PUBLIC AFFAIRS  
PROGRAM DEALING WITH LOCAL  
ISSUES OR TOPICS OF PARTICULAR  
MINORITY INTEREST.

WSRV-FM    OCTOBER 1-DECEMBER 31, 2014

CHARITY PROJECTS – 4TH QUARTER

10/12/2014 - Atlanta 2-Day Walk for Breast Cancer for It's The Journey, Inc.

10/25-26/2014 –Staff appearance -Taste of Atlanta Midtown  
Live broadcast with Steve Craig on 26th

11/02/2014 - Caffeine & Octane Car Show (Alpharetta)

11/02/2014- Atlanta Lobster Festival for Children's Healthcare of Atlanta  
Live broadcast with English Nick

12/06/2014- Children's Christmas Parade for Children's Healthcare of Atlanta  
English Nick announced parade units from River booth

## **ISSUE & DESCRIPTION**

**DATE**

**TIME**

**LENGTH**

### **HEALTH / SAFETY / CRIME ISSUES**

10/5/14

6:30AM

50MINS

HEALTH TALK ATLANTA: The Immune system, or the part of the body which fights disease, is a very complex system supported by many different body organs. Many lifestyle factors, including drugs and stress cause our immune system to become suppressed. If you want to keep your immune system healthy, you have to keep your entire body healthy. This is done by changing what you put into your system.

10/12/14

6:30AM

50MINS

HEALTH TALK ATLANTA: Colds and flus are not only inconvenient and uncomfortable; they can also be extremely dangerous. Unfortunately, modern medicine has little to offer in treating them. Fortunately, nature does. There are certain substances found in nature that work like an assault team against pathogenic invaders, including ginger, apple cider vinegar and garlic.

10/19/14

6:30AM

50MINS

HEALTH TALK ATLANTA: The Obama administration released its annual report on cancer and many of the findings are beginning to corroborate what Dr. Joe Esposito has been saying about cancer for years. There are certain chemicals, foods and cooking processes that lead to a increased risk of cancer. Cancer is not unavoidable but you can certainly make healthier choices in order to increase your chances avoiding it.

10/26/14

6:30AM

50MINS

HEALTH TALK ATLANTA: It is much better to be safe than sorry and avoid genetically modified foods (GMO on a food label means "Genetically Modified Organisms"). Modifying foods is a fairly new procedure and we are not sure what the long term side effects are to the human (and animal) body. Unfortunately it has become harder to avoid, but there are still healthy options available. The rule is: If your grandmother ate it, you can eat it.

## **HEALTH / SAFETY / CRIME ISSUES**

10/26/14      7AM      30MINS

PERSEPCTIVES: Dr. April Speed, MD / Breast Cancer Awareness -October traditionally is Breast Cancer Awareness month. Komen Atlanta serves as a resource for those seeking opportunities for screening, treatment and support and hosts many events and programs to raise awareness and educate the community about the benefits of early detection in the fight against Breast Cancer. Dr. Speed serves on the Komen Atlanta Board of Directors.

11/2/14      6:30AM      50Min.

HEALTH TALK ATLANTA: To avoid GMOs and pesticides, avoid packaged foods such as popcorn, canned soup, beans, breakfast cereal, bottled water, juice. Packaged foods or processed foods are laden with sweeteners, salts, artificial flavors, factory-created fats, colorings, chemicals that alter texture, and preservatives. And they are often stripped of nutrients.

11/9/14      6:30AM      50Min.

HEALTH TALK ATLANTA: Exercise is important for a healthy lifestyle. Regular weight-bearing exercise and flexibility training are vital to being healthy and preventing disease. You don't have to look like Arnold Schwarzenager, but maintaining good muscle tone and flexibility helps enhance your body's well-being, prevent arthritis and osteoporosis and a host of other ailments.

11/16/14      6:30AM      50Min.

HEALTH TALK ATLANTA: Exercise, if done properly, has amazing benefits. Remember whenever there is pain, this is a signal to rest and listen to your body! The ultimate goal is to avoid injuries and thus not be concerned about treatment. But another important aspect of exercise is diet and nutrition. Our bodies are nothing more than thousands of chemical reactions occurring in unison. Depending on what chemicals we add to this mix will determine how our bodies will function.

11/16/14      7AM      30MINS

PERSPECTIVES: Dr. April Speed, Medical Director, Blue Cross and Blue Shield of Georgia, and March of Dimes board member More than 15 million babies around the world are born too soon each year and more than one million die. Help the March of Dimes fight premature birth and bring more babies home healthy. In an average week in Georgia, 353 babies are born premature. That's over 18,000 babies born early every year. The March of Dimes is working to prevent preterm birth and ensure that one day, all babies are born healthy. The March of Dimes works to prevent premature birth across Georgia.

## **ISSUE & DESCRIPTION**

**DATE**

**TIME**

**LENGTH**

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### **HEALTH / SAFETY / CRIME ISSUES:**

11/23/14

6:30AM

50Min.

HEALTH TALK ATLANTA: If your diet consists of a plant based menu and you avoid alcohol, meat, sugar, dairy, coffee, sodas, and artificial sweeteners, and at least 60% of your diet is raw, you probably do not need a supplement. However, it is a good idea to add to your diet a whole food supplement in order to reach your Optimum Daily Allowance. Be sure your supplement has no artificial colors, additives or fillers. It should contain whole foods and nothing else.

11/23/14

7AM

30MINS

PERSPECTIVES: Ruben Brown, Metro Atlanta Red Cross -The American Red Cross feeds, shelters and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches life-saving skills; provides international humanitarian aid and supports military members and their families. Brown joins us to discuss fire prevention as Atlanta experiences its first blast of cold weather and also the organization's Holiday Mail for Heroes program and opportunities for giving via the Red Cross holiday gift catalogue.

11/30/14

6:30AM

50Min.

HEALTH TALK ATLANTA: The holidays always pose a special problem for those of us who want to party, socialize, have a good time, and still avoid poisoning ourselves with all the wonderful and delicious "food" being offered everywhere we turn. Well, party participants, there is hope. We can party down with the best of them and still maintain our immune systems. Poor food choices can weaken your immune system, which can lead to days and days of misery if you get sick.

12/7/14

6:30AM

50Min.

HEALTH TALK ATLANTA Many of the foods we have held sacred and close to our hearts we now know are leading to our demise. The milk we were forced to drink back in the school cafeteria helped lead to the osteoporosis, cancer and heart disease that is now epidemic in our society. The hydrogenated oil-based cookie and cake filling we would suck out of the middle of our snacks is now found to be loaded with free radicals. These free radicals are draining the vital alkaline nutrients from our bodies making our bodies more acidic and thus a welcome environment for many diseases to prosper.



## **HEALTH / SAFETY / CRIME ISSUES:**

12/14/14      6:30AM      50Min.

HEALTH TALK ATLANTA: Sugar is something that is a regular part of many people's diets in almost every meal. Yet studies have shown that sugar will weaken your immune system. It is also a mild acid and when acid gets in the body, the body must neutralize it. The body uses calcium as a neutralizing agent. It is now being shown through numerous studies that most people do not need more calcium in their diets, they need less acid so that they will not keep losing the calcium that they already have.

12/28/14      6:30AM      50Min.

HEALTH TALK ATLANTA: As plant-based diets become more popular, the public is rapidly becoming aware of the dangers of eating animal products such as meat, dairy and eggs and their by-products. There are plenty of terrifying tales about what goes into the raising and processing of livestock and poultry. Steroids, chemicals, hormones, antibiotics and tranquilizers, commonly used in raising beef and poultry, have found their way onto dinner plates across the country.

**ISSUE & DESCRIPTION****DATE****TIME****LENGTH****FAMILY/PARENTING/SELF-HELP/RELIGION ISSUES:**

10/9/14

7AM

30MINS

PERSPECTIVES: Molly Fletcher, author, A Winner's Guide to Negotiating: How Conversation Gets Deals Done!

Molly Fletcher's learned a lot over the past 20-years while negotiating some half a billion dollars in deals on behalf of world class athletes, coaches, and people we watch on TV. Today she's here to share with us her tips – strategies – and lessons learned first as a sports agent and now as a corporate consultant keynote speaker.

## **ISSUE & DESCRIPTION**

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**TIME**

**LENGTH**

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### **ART & ENTERTAINMENT / RECREATION / ENVIRONMENTAL ISSUES:**

10/5/14

7AM

30MINS

PERSPECTIVES: Oji Singletary (Writer/Director) A Misguided Altruism -Creating intensely personal movies that reflect on real –life issues is important to the father and son team at Singletary Productions. The documentary A Misguided Altruism tells the story of Dr. Ozel Brazil, a mentor to Oji Singletary and many others. His mission as founder of the Los Angeles Community Outreach Program was to get more black and brown young people into college. In 2002 the government prosecuted Brazil on multiple charges of mail and student financial aid fraud. He spent four years in jail. Oji Singletary is co-executive producer of Braxton Family Values.

11/2/14

7AM

30MINS

PERSPECTIVES: Roger Bobb, President and CEO Bobcat Productions-Roger Bobb is the President and Founder of Atlanta based Bob-Cat Studios. Before that, he was an Executive with Tyler Perry Studios having worked on 13 Tyler Perry Films. He recently has been honored for being a pioneer in his industry. His latest work is the television movie "Girlfriends Getaway" a story he describes as "Waiting to Exhale" meets "The Hangover." As a producer in Atlanta, he is an expert on the film industry and the impact it is having on Atlanta's economy.

11/30/14

7AM

30MINS

PERSPECTIVES: Charles M. Blow – author of Fire Shut Up in My Bones -New York Times comes to terms with his painful past telling the story of his growing up poor and black in an African American Louisiana town amid constant violence. Blow's mother was a driven woman with five sons, brass knuckles in her glove box, a job at a poultry factory and a love of learning, but even she could not protect him from the secret abuse by an older cousin – which caused Blow years of anger and self-questioning. He shows how through determination and perseverance – he studied every etiquette book and mimicked every newscaster he heard – he overcame his past to become the man he is today.

12/21/14

7AM

30MINS

PERSPECTIVES: Carla Hall – The Chew -CARLA'S COMFORT FOODS: Favorite Dishes from Around the World offers a delicious collection of imaginative new variations on soulful favorites from one of America's favorite food personalities. Inspired by Carla's love of family suppers and international flavors, this cookbook offers a mouthwatering variety of foods from around the world together with heartfelt stories of connecting with people through food. Each section of the book offers a brief description of a foundational recipe followed by some international variations.

## **ISSUE & DESCRIPTION**

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### **FINANCIAL / POVERTY / CHARITY ISSUES:**

10/12/14

7AM

13MINS

PERSPECTIVES: Mike Logan / Atlanta Boxer Rescue-The sixth-annual BoxerStock music festival is set for Sunday October 19 at Jim R. Miller Park in Marietta. It's an all-day, family-friendly event to benefit Atlanta Boxer Rescue, a non-profit organization that strives to rescue, rehabilitate, and re-home unwanted and abandoned Boxers within the greater Atlanta area as well as providing education to pet owners. Atlanta Boxer Rescue, Inc., is 501(c)(3) non-profit organization.

10/26/14

7AM

13MINS

PERSPECTIVES: Hank Williams, founder, Platform.Org -Platform is a non-profit focused on increasing participation by diverse groups in the thriving innovation economy by driving awareness, opportunity, and financial access. The Platform Summit takes place on campus October 24-26. It's a huge conference focused on closing the accessibility gap for minorities in technology and innovation. Given the move the city of Atlanta is making toward becoming a hub for technology or as the Mayor puts it "the silicon valley of the south," the conference couldn't come at a better time.

11/9/14

7AM

30MINS

PERSPECTIVES: Lt. Col. John Phillips, US Army – Retired / Author -There are an estimated 22 million Veterans today and in fact, next year the Department of Veterans Affairs projects the number of Gulf War Era vets will surpass the number of Vietnam Era vets. The men and women who serve our country with such distinction often have a difficult time making the transition to civilian life. Phillips struggled making his transition into the private sector. In Boots to Loafers – Finding Your True North he lays out a plan to make it easier for our vets to apply their skill sets to the private sector.

## **FINANCIAL / POVERTY / CHARITY ISSUES:**

11/16/14      7AM      12MINS

PERSPECTIVES: Elaine Armstrong / Goodwill Industries -Every day, thousands of men and women face barriers that make it difficult for them to find work and earn a paycheck to support their families. Sometimes it's lack of training or education, limited job skills, or a disability. But with the support of donors and shoppers like you, we overcome those barriers. Goodwill gives people the tools they need to find a job which allows them to support themselves and their families. Donations and store purchases help.

12/7/14      7AM      30MINS

PERSPECTIVES: Beth Howell the President and CEO of Atlanta Ronald McDonald House Charities -This program calls attention to another need – dollars for a new Ronald McDonald House. Consumer Advocate Clark Howard and his wife have agreed to match donations up to \$25,000. Ronald McDonald House Charities, a non-profit dedicated to providing temporary housing and support services to families with ill and injured children. Phase II of the organization's expansion is to build a 31-bedroom facility near Children's Healthcare of Atlanta at Scottish Rite.